



## **GENERAL SERVICES ADMINISTRATION**

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov)

### **Advertising and Integrated Marketing Solutions (AIMS) FSC Group: 541**

**SIN 541-1:** Advertising Services

**SIN 541-3:** Web Based Marketing Services (Small Business Set-Aside)

**SIN 541-4F:** Commercial Art and Graphic Design Services (Small Business Set-Aside)



#### **HDN Studio, Incorporated**

1020 North Fairfax Street  
Suite 200

Alexandria, VA 22314

Phone 703.837.9094

Fax 703.837.0038

[hdnstudio.com](http://hdnstudio.com)

#### **CONTRACT NUMBERS**

**SIN 541-1 — GS-07F-0495X**

**SIN 541-3 — GS-07F-0496X**

**SIN 541-4F — GS-07F-0496X**

#### **CONTRACT PERIOD**

**May 15, 2011 through May 14, 2016**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

## Company Profile

HDN's history does not start in 2001 with the opening of our doors, but starts in 1991 when the two principals started working together for a government contractor and then worked together for one of the world's leading public relations firms providing advertising, web and graphic design services. Collectively, we have worked for a variety of clients from government to Fortune 100 companies providing all types of creative services. We started in the early 90's pasting up a journal for NIH and grew with technology that now allows us to do multiple projects all at one time while proofing digital outputs or transferring files via FTP. Along with our own development has come a need for our clients to be on the cutting-edge so our capabilities have grown with the times and we've kept up with the newest programs in order to offer clients advanced services and products.

HDN is a small, 100% woman-owned business. We have three full-time, in-house designers, all of whom have multiple years of agency experience balancing numerous projects and various budgets. HDN manages all aspects of each project ensuring that our clients get the final product they anticipate. Since our designers have worked in the DC Metro area most of their careers, we have formed solid partnerships with a number of writers, photographers, printers, specialty vendors, website programmers, freelance artists, etc. We have a solid network to fill any request asked of us by our clients.

**Advertising Services** For years, we have partnered with creative firms and vendors who not only provide strong messaging and copy writing for client ad campaigns but who also provide strategic counsel when it comes to placing the advertisements. We have experience in placing either a single ad in a local, state paper to several in inside-the-beltway publications to numerous locations at Metro/train stations and airports. HDN has also completed a series of direct mail pieces and services, using print and mail houses to finalize the projects.

**Web Based Marketing Services** HDN provides a full-range of services in house as well as using external partners to provide a variety of web capabilities. From initial counsel to site map and wire frame development to the actual site development and programming, HDN can take a client through the entire process. We also design and manage html email distributions for clients using online services to assist clients and their needs for mass distribution.

**Commercial Art & Graphic Design Services** We have the ability to create logos, develop conceptual designs and layouts for publications and events, devise charts or graphics, and furnish custom artwork.



GS-07F-0495X : SIN 541-1  
GS-07F-0496X : SIN 541-3 and SIN 541-4F  
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## Customer Information

- 1a. Table of Awarded Special Item Numbers:
  - 541-1 Advertising Services
  - 541-3 Web Based Marketing Services (Small Business Set-Aside)
  - 541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)
- 1b. Prices shown herein are net prices: Price list included
- 1c. HDN Studio is offering labor categories at hourly rates: Price list included
2. Maximum order: \$1,000,000
3. Minimum order: \$100.00
4. Geographic coverage: Worldwide
5. Point(s) of production (city, county, state, or foreign country): N/A
6. Discount from list prices or statement of net prices: See price list included
7. Quantity discounts:
  - Additional 1% for all GSA Task Orders over \$100,000
8. Prompt payment terms:
  - Additional .5% if payment received within 20 days or less
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are not accepted above the micro-purchase threshold.
10. Foreign items: N/A
- 11a. Time of delivery: As specified on Task Order
- 11b. Expedited delivery: As specified on Task Order
- 11c. Overnight and 2-day delivery: As specified on Task Order
- 11d. Urgent requirements: Contact Contractor
12. F.O.B. point(s): Destination
- 13a. Ordering address:
  - HDN Studio, Incorporated
  - 1020 North Fairfax Street, Suite 200
  - Alexandria, VA 22314
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.



14. Payment address:  
HDN Studio, Incorporated  
1020 North Fairfax Street, Suite 200  
Alexandria, VA 22314
15. Warranty provision: N/A
16. Export packing charges: N/A
17. Terms and conditions or Government purchase card acceptance (any thresholds above the micro-purchase level):  
N/A See 9b
18. Terms and conditions of rental, maintenance, and repair: N/A
19. Terms and conditions of installation: N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
21. List of service and distribution points: N/A
22. List of participating dealers: N/A
23. Preventive maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.): N/A
25. Data Universal Number System (DUNS) number: 050465645
26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered



## Labor Category Descriptions

### Consultant (Principal)

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum 15 years in the graphic design business and a principal/owner at a design-related firm.

**Functional Responsibility:** To provide strategic counsel and strategy when projects are large, multifaceted campaigns. Consultant is familiar with partnering and outsource vendors in order to produce products needed for the project at hand. Consultant is the foundation of ideas and building the strategy that carries through the campaign.

**Education:** Bachelor's degree in Fine Arts, Marketing, Business or a Communications discipline. Graduate degree a bonus but not a must.

### Creative/Design Director

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum 10 years experience in strategic communications, integrated cross-channel marketing, consulting or relationship management experience, branding, and staff supervision. Knowledge and experience in public relations and related functions are beneficial. This person needs a solid background in mid- to senior-level marketing positions and/or demonstrated superior performance as an account executive. Advanced verbal and written communications skills, analytical thinking, personal organization and interpersonal dynamics are required. The creative/design director must be a capable personnel manager, with team building skills and mentoring abilities. A clear understanding of today's marketing and advertising business is essential.

**Functional Responsibility:** To work with client to create vision for project's overall look and feel. Creative/Design director provides the foundation and sets the tone in which all aspects of the team fall under.

**Education:** Bachelor's degree in Fine Arts, Marketing, Business or a Communications discipline.

### Art Director

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum seven years experience in strategic communications, integrated cross-channel marketing, consulting or relationship management experience, branding, and staff supervision. Knowledge and experience in public relations and related functions are beneficial. This person needs a solid background in mid- to senior-level design positions. Advanced verbal and written communications skills, analytical thinking, personal organization and interpersonal dynamics are required. The art director must be a capable personnel manager, with team building skills and mentoring abilities. A clear understanding of today's design business, program capabilities, and vendor services is essential.

**Functional Responsibility:** To work with the team to make sure direction from Creative/Design Director is followed. Art Director provides guidance and direction by overseeing design and production. Art Director is also responsible for making sure client's requests are incorporated into design and development.

**Education:** Bachelor's degree in Fine Arts, Marketing, Business or a Communications discipline.



## Web Programmer/Developer

**Applicable for SIN 541-3**

**Experience:** Minimum five years programming and assisting in the development of Internet projects. Must have experience conceiving, designing and programming Web sites that are functional, effective and capable of maintaining brand image and achieving client's goals and objectives. Web programmer/developer should have an extensive knowledge of and experience in information and interactive design, with familiarity in HTML, QuickTime, Dreamweaver and Flash as well as Macromedia, XMLm and JavaScript. Programmer/developer must understand how to develop site architecture, wire frames, and a CMS as well as be able to train client on how to use one. They must also be up on the latest technology and understand the latest social media outlets.

**Functional Responsibility:** To translate the client's wishes, Director's vision and Web designers files to produce a fully-functional website. Web programmer/developer is responsible for assisting with site architecture, wire frame development, and final site production as well as training Client in CMS. Web designer will look to developer for recommendations and site structure strategy. Programmer/Developer will be responsible for providing sound advise when it comes to the site's features and function capabilities.

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.

## Copywriter/Editor

**Applicable for SINs 541-1, 541-3, 541-4F**

**Experience:** Minimum five years experience developing concepts and writing copy for advertising, promotions, direct mail, broadcast scripts, and other creative materials.

**Functional Responsibility:** Works with Director(s) in development of ad campaigns and materials. Writes copy that helps to build awareness of client. Has copy oversight of creative product from inception through completion to help ensure maintenance of concept through approval of design. Researches clients' products/services/image to ensure ability to write accurate, on-target copy/concepts for assigned projects. Provides editorial services based on client and project needs.

**Education:** Bachelors' degree in Communications, Marketing, Business, Journalism or other pertinent degree.

## Illustrator

**Applicable for SINs 541-1, 541-3, 541-4F**

**Experience:** Minimum two years experience as computer illustrator using Adobe Illustrator and/or Photoshop to translate concepts to visual graphics. Illustrator must have strong drawing skills, excellent communication skills as well as ability to visually communicate Client material and conceive creative graphics based on copy. Illustrator must also have excellent knowledge of print and web formats in order to create best production and appropriate files.

**Functional Responsibility:** To create vector and various files using Adobe Illustrator and/or Photoshop in order to accompany Client materials in print and for multimedia materials. Illustrator will work closely with Director(s) as well as Designer(s).

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.

## Photographer

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum five years experience as professional photographer in related subject (journalism, portraits, events, stills, etc). Photographer must have strong portfolio that supports the type of photography needed based on Client specifications. Digital formats required for most products and the ability to deliver images as needed. A strong knowledge of Photoshop is helpful but not mandatory.

**Functional Responsibility:** To provide creative and design team with the medium needed when photographs are required. Photographer should be willing to travel and/or work out of a studio. Photographer should have strong visual design sense as well as able to communicate with subject matter to get the best product. Photographer must be able to deliver images electronically and able to alter/adjust per specifications. Knowledge of print and multimedia formats recommended.

**Education:** Bachelors' degree in Fine Arts or other photography discipline.

## Production Manager

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum seven years experience providing design, production support and traffic managing. Production manager will have full knowledge of printing and production vendors and capabilities. Production manager will also have experience managing up as well as down and internally as well as externally. Production manager must have experience working on multiple projects at one time and be extremely organized and deadline oriented.

**Functional Responsibility:** To manage and track projects in order to keep them on schedule, deadline and budget. Production manager must be aware of all incoming projects and organize according to importance and timeline. It is also their responsibility to research ways in order to make the process more efficient and streamlined.

**Education:** Bachelor's degree in Fine Arts, Marketing, Business or a Communications discipline.

## Senior Designer

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum five years experience in the art, design or creative department at an agency or advertiser, developing design concepts and execution of collateral, brand identity, direct mail, flyers, posters and other materials to support marketing and communications goals.

**Functional Responsibility:** To work with Director(s) to produce materials such as corporate identities and materials, brochures, annual reports, advertisements, presentations, exhibits, event materials, direct mail, invitations, etc. Designer is responsible for translating Client's requests and delivering creative ideas as well as being able to produce them.

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.

## Junior Designer

Applicable for SINS 541-1, 541-3, 541-4F

**Experience:** Minimum one year serving in a combination of design, computer support and production positions in a Mac environment. PC experience a plus, but not mandatory.

**Functional Responsibility:** To design and produce simple projects under the supervision of a senior designer/art director, and provide assistance to a senior designer by desktop publishing, updating/revising design files, or creating charts/graphs or other graphical imagery. The Junior Designer, mentored by a Senior Designer, will be in position to advance after earning advanced knowledge and experience.

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.



## Web Designer

Applicable for SIN 541-3

**Experience:** Minimum two years designing websites using the Adobe Creative Suite. Must also have a great understanding of user interface as well as experience conceiving, designing and programming Web sites that are functional, effective and capable of maintaining brand image and achieving client's goals and objectives. Web designer must understand how to develop site architecture and wire frames in order to communicate with the web programmer/developers. They must also be up on the latest technology and understand the latest social media outlets.

**Functional Responsibility:** To work with Client, Director(s) and programmer/developer to create a functional design that translates to the interactive world and is user-friendly. Responsible for either following Client's style/brand guide or developing a look that resembles and best fits Client and their needs. Sometimes Web designer will need to translate print work on to the internet.

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.

## Production Artist

Applicable for 541-1, 541-3, 541-4F

**Experience:** Minimum two years serving in a combination of computer support and production positions in a Mac environment. PC experience a plus, but not mandatory.

**Functional Responsibility:** To provide assistance with desktop publishing, updating design files, creating charts/graphs or other graphical imagery needed to assist the Designer. Production artist will be required to alter ad layouts per paper specifications and/or update ads with current information and supply media with proper and final files. Production artist will also assist in creating files based on templates in various Mac and PC programs.

**Education:** Bachelors' degree in Fine Arts, Multimedia or Interactive Design, or other graphics or interactive disciplines.

### Substitutions for Education

Four additional years of experience may be substituted for a BA/BS degree.

Two additional years of experience may be substituted for a BA/BS degree if applicant has an AA/AS degree.

SINS PROPOSED	SERVICE	PRICE (including IFF)
541-1, 541-3, 541-4F	Consultant	\$246.85
541-1, 541-3, 541-4F	Creative Director	\$222.17
541-1, 541-3, 541-4F	Art Director	\$197.48
541-1, 541-3, 541-4F	Production Manager	\$172.80
541-3	Web Programmer/Developer	\$172.80
541-1, 541-3, 541-4F	Copywriter/Editor	\$172.80
541-1, 541-3, 541-4F	Illustrator	\$162.92
541-1, 541-3, 541-4F	Photographer	\$162.92
541-1, 541-3, 541-4F	Senior Designer	\$148.11
541-1, 541-3, 541-4F	Junior Designer	\$98.74
541-3	Web Designer	\$148.11
541-1, 541-3, 541-4F	Production Artist	\$128.36

Note: Include an additional 1% for all GSA Task Orders more than \$100,000.



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